MAJOR CUSTOMERS

Product Development

Uses Information For Cigarette Modeling;
Making Brand Changes and to Monitor
Competitive New Brands.

New York

Uses Information to Monitor the Market
Activity of PM's Major Competitors in the
Domestic Marketplace.

Leaf

Uses Information to Analyze our Competitors'
Tobacco Usage, Blend Design, Blend Cost,
Sourcing of Tobacco, and Their Production
Processes, and Capacities Related to Tobacco.

Research Directorate

Request Data Retrieval and/or Analyses of
Historical Cigarette Information in Response to
Litigation.

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